

ARTICLE IX. SIGNS*

Cross reference(s)--Advertising, Ch. 3.

Section 9.01. Purpose and scope.

This article is intended to regulate and control signs and their placement throughout the City of Salisbury and its extraterritorial area for the following purposes:

- (1) To provide a pleasing overall environmental setting and good community appearance, which is deemed vital to the continued economic attractiveness of the city;
- (2) To create a more productive, enterprising, professional business atmosphere;
- (3) To allow signs appropriate to the planned character and development of each zoning district;
- (4) To ensure that permitted signs do not become a hazard or nuisance;
- (5) To promote traffic safety;
- (6) To prevent business and advertising signs from conflicting with public safety signs;
- (7) To prevent the overcrowding of land;
- (8) To facilitate fire and police protection;
- (9) To protect and enhance the value of properties; and
- (10) To promote the public safety and welfare of the city.

The provisions of this article shall apply to the construction, erection, alteration, use, type, number, location, size, height, and maintenance of all signs.

(Ord. No. 1986-20, § 1, 5-6-86)

Section 9.02. Definitions.

The following definitions shall apply to the regulation and control of signs within this article:

- (1) *Sign*: Any form of publicity or advertising which is visible from any public way, directing attention to an individual, business, commodity, service, activity, or product, by means of words, lettering, parts of letters, figures, numerals, phrases, sentences, emblems, devices, trade names or trademarks, or other pictorial matter designed to convey such information and displayed by means of paint, bills, posters, panels, or other devices erected on an open framework, or attached or otherwise applied to stakes, posts, poles, trees, buildings, or other structures or supports.
- (2) *Advertising sign*: Any off-premises, off-site, poster panel, billboard, or non-point-of-sale sign.
- (3) *Canopy sign*: A sign which is suspended from, attached to, supported from, applied to, or forms part of a canopy. Also known as a canopy-suspended sign.

- (4) *Changeable copy sign:* A sign on which message copy is changed manually, or electronically, through the utilization of attachable letters, numbers, symbols, and other similar characters of changeable pictorial panels. A changeable copy sign shall be counted as a sign face.
- (5) *Conforming sign:* A sign which is in compliance with all the provisions of this ordinance.
- (6) *Construction sign:* A single sign giving the name or names of building owners, architects, engineers, and/or lending institutions and principal contractors responsible for construction on the site where the sign is placed, together with other appropriate information included thereon.
- (7) *Directional sign:* A sign containing only the name and address of a facility and information pertaining to the direction of the facility.
- (8) *Directory sign:* A sign listing the names and/or uses, or locations of more than one (1) business, activity, or professional office conducted within a building, group of buildings, or shopping center. Such a sign contains no other identifying/advertising message than that listed above.
- (9) *Ground sign:* A sign supported by a sign structure placed in the ground and which is entirely independent of any building, fence, or object other than the sign structure (which includes uprights, braces, etc.) for support. A ground sign is also known as a freestanding sign or pole sign.
- (10) *Identification sign:* A sign on the premises bearing the name of a subdivision, group housing project, or a school, college, building, park, church, or other public or quasi-public facility, but bearing information pertaining only to the premises on which such sign is located and carrying no advertising message.
- (11) *Illuminated sign:* A sign that is illuminated by electric or other devices, mainly for clear visibility at night.
 - (a) Direct (or internal) illumination: A light source which is enclosed within the sign and viewed through a translucent panel. Luminous tubing (neon lights) is one kind of direct illumination.
 - (b) Indirect (or external) illumination: A light source which is placed outside of or away from the sign in a manner to illuminate the sign.
 - (c) Luminous tubing: A light source formed by glass tubes filled with gas, known as neon lights.
- (12) *Incidental sign:* A sign which carries no advertising message, and is clearly incidental to other major signs on site, and which is used to do one or more of the following:
 - (a) Direct certain activities to certain areas; e.g., handicapped parking.
 - (b) Prohibit the parking of unauthorized vehicles.
 - (c) Provide other incidental information.
- (13) *Information sign:* Any on-premise sign containing no other message, copy, announcement, or decoration other than instruction or direction to the public. Such signs

include, but are not limited to, the following: the identification of rest rooms, public telephones, walkways, entrance and exit drives, freight entrances, and traffic direction.

- (14) *Marquee*: A structure which is constructed and framed in steel or other durable material, extended permanently over the ground, sidewalk, or walkway, and of sufficient strength and design to carry superimposed sign structures.
- (15) *Marquee sign*: A business sign affixed, superimposed, or painted on a marquee identifying the name of an establishment, type of product sold, and/or service or entertainment offered on the premises where such sign is displayed.
- (16) *Menu board*: A sign intending to serve customers already on the premises through identification of products or services available. Said sign is not intended to attract attention from off the premises and its contents should not be discernible from a public street.
- (17) *Monument sign*: Any monolithic sign in which the bottom of the sign is flush with the ground.
- (18) *Nonconforming sign*: A sign erected before the effective date of this ordinance which is not in compliance with one or more of the provisions contained herein.
- (19) *Off-premise sign*: Any sign or structure, pictorial or otherwise, regardless of size or shape, which directs attention to a business, commodity, attraction, profession, service, or entertainment conducted, offered, sold, manufactured, existing, or provided at a location other than on the premises where the sign is located or to which it is affixed.
- (20) *On-premise sign*: Any sign or structure, pictorial or otherwise, regardless of size or shape, which directs attention to a business, commodity, attraction, profession, service, or entertainment conducted, offered, sold, manufactured, existing, or provided at a location on the premises where the sign is located or to which it is affixed.
- (21) *Painted wall sign*: A sign, as defined in this section, which is painted on a wall.
- (22) *Parapet sign*: A sign erected, constructed, placed, or maintained on a building's parapet wall.
- (23) *Portable sign*: A sign designed or intended to be relocated from time to time, whether or not it is permanently attached to a building or structure, or is located on the ground. The term includes signs on wheels or on portable structures, such as tent signs, A-frame, or T-shaped signs and similar devices, and airborne signs.
- (24) *Product sign*: Any sign directly attached to a vending machine, gasoline pump, or similar apparatus which directs attention to products dispensed from that vending machine, gasoline pump, or similar apparatus.
- (25) *Projection sign*: A sign, other than a wall sign, which extends outward for more than twelve (12) inches from the facade of any building and is rigidly affixed to the building.
- (26) *Pylon sign*: An interstate, high-rise business sign used to identify an on-premise business for the interstate traveler. Such sign, which is taller and sometimes larger than the average sign, may identify a business by name or identifiable logo.
- (27) *Real estate sign*: A sign located on the premises and offering the premises for sale, rent, lease or development.

- (28) *Roof sign:* A sign erected, constructed, placed, or maintained upon the roof of any building.
- (29) *Sign face:* The part of the sign that is or can be used to identify, advertise, or communicate information, or is used for visual representation which attracts the attention of the public for any purpose. Sign face includes any background material, panel, trim, color, and direct or self-illumination used that differentiates that sign from the building, structure, backdrop, surface, or object upon which or against which it is placed. The sign structure shall not be included as a portion of the sign face provided that no identifying/advertising message, symbol, or any of the aforementioned sign face criteria are displayed on or designed as part of the sign structure, whether structurally necessary or not.
- (30) *Special event:* An activity of a business or organization which is not part of its normal activities. Such an activity shall be limited to a business "grand opening" or "going-out-of-business sale," as well as fund-raising membership drives or events of civic, philanthropic, educational, or religious organizations.
- (31) *Temporary sign:* A sign which is permitted for a limited period of time.
- (32) *Wall sign:* A sign erected parallel to and extending not more than twelve (12) inches from the facade of any building to which it is attached, and supported throughout its entire length by the building face. It may not extend above the roof line. This type is also known as a flat sign or flat wall sign.

(Ord. No. 1986-20, § 1, 5-6-86; Ord. No. 1987-24, § 2, 5-5-87; Ord. No. 1989-37, §§ 1--6, 8-1-89; Ord. No. 1993-5, § 1, 1-25-93; Ord. No. 1993-7, § 1, 1-25-93; Ord. No. 1993-14, § 1, 1-25-93; Ord. No. 1993-44, § 1, 6-1-93; Ord. No. 1994-50, §§ 2, 3 8-2-94)

Section 9.03. Signs permitted by right.

The following signs shall be permitted in all districts:

- (1) **Any sign which contains noncommercial copy, provided such sign does not exceed nine square feet in area, and its maximum height is no more than ten feet above the ground. Provided further that this paragraph 9.03(1) shall only permit one such sign per parcel of real property. Also provided further that noncommercial copy may be substituted for commercial copy on any commercial sign that is permitted by the provisions of Article IX.**
- (2) Any sign that is required by law.
- (3) Decorative flags provided that the following provisions are met:
 - (a) That the number be limited to one decorative flag per business or property.
 - (b) That the location of the flag be on the first or second story of any building.
 - (c) That the bottom part of any flag be no less than seven (7) feet above the sidewalk or ground level, unless it is not in a pedestrian walkway.
 - (d) That the content of the flag not contain names of businesses, services, or products.
 - (e) That the area of the flag be contained within an area of thirty-six (36) inches by sixty (60) inches.

- (f) **That all flags be maintained in such a manner as to be free from fading, tearing, or other states of general deterioration or disrepair.**
- (4) Any sign, including "temporary signs" so designated in this article, shall be illegal without first receiving a zoning permit from the zoning administrator.
- (5) **Current official flags of the United States of America, State of North Carolina, County of Rowan, and City of Salisbury are permitted by right. Whenever these flags are used, they should follow the Federal Flag Code whenever possible. The Federal Flag Code was established by Congress on July 7, 1976—Public law 94-344, 94th Congress, S. J. Res. 49.**
- (6) **250 Fest Logo Signs:**
 - Signs, banners, etc. that pertain to the 250 Fest, the 250th anniversary of the establishment of Rowan County. Such signs shall be permitted provided:**
 - (a) **They shall be approved by the 250 Fest Chair or Vice Chair.**
 - (b) **They shall have received a sign permit from the City of Salisbury.**
 - (c) **They may contain the name of a sponsor, but the name or logo of the sponsor shall be limited to no more than 25 percent of the size of the sign, banner, etc.**
 - (d) **They shall be removed or replaced if they become faded, torn, or damaged.**
 - (e) **They shall not be allowed to obstruct vehicular sight distance or pedestrian movements.**
 - (f) **They shall be allowed from the date of passage of this Ordinance through December 31, 2003.**

(Ord. No. 1986-20, § 1, 5-6-86; Ord. No. 1989-38, § 1, 8-1-89; Ord. No. 1993-11, § 1, 1-25-93; Ord. No. 1993-18, § 4, 2-2-93; **Ord. No. 1997-65.; Ord. No. 2002-80)**

Section 9.04. Signs prohibited.

The following signs shall be prohibited:

- (1) Signs, lights, and similar devices which imitate official traffic, warning, or governmental signs, lights, and other similar devices. These signs are prohibited because their size, location, movement, content, color, or manner of illumination may be confused or construed as traffic-control signals or other devices sanctioned by a governmental agency.
- (2) Signs located in any manner or place which constitute a hazard to traffic, block visibility, or obscure any traffic sign, signal, or device.
- (3) Signs or lights reflecting or emitting a glaring light which could impair driver vision.
- (4) Signs which are placed on any curb, sidewalk, pole, post, tree, rock, fence, hydrant, bridge, another sign, or other surface located on, over, or across any public street, right-of-way, property, or thoroughfare; provided, that name of occupant and/or street address on mailbox or lamppost are permitted, as are signs on canopies, in the B-5 central business district as provided for in section 9.05(3) and downtown pole displays as described in section 9.05(3), note (6).
- (5) Signs that obstruct openings intended as a means of entrance or exit, or signs that obstruct light or air from any room or building.

- (6) Painted wall signs, as defined in section 9.02; provided, that those signs painted on a wall prior to 1940 may be restored.
- (7) Roof signs which are located in any way above the highest point of the roof or located above any part of the fascia.
- (8) Parapet signs.
- (9) Portable signs. Also, see section 9.10(4).
- (10) **Moving signs or devices designed to attract attention, all or any part of which move by fluttering, rotating, spinning, or moving in some other manner, and are set in motion by movement of the atmosphere or by mechanical, electrical, or any other means. Such devices include, but are not limited to: banners, pennants, ribbons, streamers, spinners, propellers, or discs, whether or not any such device has a written message; provided that the following are allowed:**
 - (a) **Special events as described in section 9.06(4).**
 - (b) **Barber poles at barber shops as described in Section 9.06(15).**

Also, see Section 9.10(2) for nonconforming signs previously brought into compliance.
- (11) Consecutively strung lights, with the following exceptions:
 - (a) During the Christmas season for the display of Christmas decorations, including necessary lighting.
 - (b) As permitted in section 9.05 Signs permitted by districts, which allows consecutively strung lights, with certain provisions, in section 9.05, subsections (2) through (6).

Also see section 9.10(3).
- (12) Flashing signs or devices displaying intermittent lights or lights of changing degrees of intensity--except signs indicating time and/or temperature--with changes alternating on not less than a five-second cycle.
- (13) Floodlights as part of a sign illumination system which are not hooded or shielded so that the light source is not visible from any public right-of-way or adjacent property.
- (14) Illuminated tubing (that is, neon) or string of lights outlining property lines, open sales areas, doors, windows, or wall edges of any building.
- (15) Sign illumination systems which contain or utilize any beacon, spot, search, or stroboscopic light or reflector, which is visible from any public right-of-way or adjacent property, except as may be authorized by public agents.
- (16) Signs attached, affixed, or otherwise located on poles, except that the following be allowed:
 - (a) Incidental signs as defined in section 9.02(12).
 - (b) Downtown pole displays as expressly permitted in section 9.05(3), note (6).

(Ord. No. 1986-20, § 1, 5-6-86; Ord. No. 1989-39, §§ 1--5, 8-1-89; Ord. No. 1993-12, § 2, 2-2-93; Ord. No. 1993-14, § 2, 1-25-93; **Ord. No. 2002-75**)

Section 9.05. Signs permitted by district.

Unless permitted by right as authorized in section 9.03 (Signs permitted by right) or under special provisions as authorized section 9.06 (Special sign provisions), the following signs are permitted only in the zoning districts so indicated on sign tables below.

Applicable to subsections (1) through (7) only:

Signs may be illuminated unless expressly prohibited in subsection (3), and illumination and lighting shall be in accordance with those provisions outlined in section 9.11.

Those uses permitted in these districts (where listed as permitted or conditional uses), which are also permitted in residential (subsection 8) and specialty (subsection 9) districts, shall have the same signing requirements as indicated in subsection (8) or (9), respectively, unless otherwise authorized in section 9.06.

Where ground signs and wall signs are permitted, one (1) of each type shall be permitted.

Where ground signs, wall signs, and projection or canopy signs are permitted, one (1) ground sign and one (1) wall sign shall be permitted; in place of a wall sign, one (1) projection sign or one (1) canopy sign shall be permitted, except as otherwise authorized for canopy signs in section 9.06(3).

In lieu of a ground sign, one (1) wall sign may be placed on either the side or rear wall of a building up to the maximum sign area permitted in the appropriate district. The cumulative total of such signage shall be no greater than what would be allowed for the ground sign. This provision is in addition to the front of the building for a wall sign, with size as specified in the appropriate zoning district. This provision shall not be applicable to group development.

For wall signs, the maximum size shall be per lineal foot of building wall facing a public street, an alleyway, a pedestrian walkway (e.g., sidewalk), or a parking area--but no side or rear wall sign may exceed one hundred (100) square feet in area.

In districts permitting uses in which a menu board is needed to identify products, services, etc., sold or provided on the premises--including, but not limited to restaurants with or without a pickup window or drive-through window, car washes, banks, etc.--a menu board may be located on the site provided that:

- (a) its location is such that it is not intended to attract attention from off the premises, and
- (b) its content is not discernible from a public street.

Applicable to subsections (2) through (6) only:

Consecutively strung lights shall be permitted provided that the following provisions are met:

- (i) That they do not form any individual letters or numbers.
- (ii) That they be displayed inside windows only.
- (iii) That they outline windows or displays in the windows.

- (iv) That they be white only.
- (v) That the maximum voltage of the lights be limited to 3.0 volt lamps.
- (vi) That they not blink or flash.

Signs may be painted directly onto a building, in lieu of a wall sign, provided that the message on the painted sign be limited to the name of the business establishment and that its maximum area be the same as for a wall sign.

The regulations, by sign district, shall be as follows:

- (1) *Industrial zoning districts (M-1, M-2, LLI, LLI-2):*

Sign Type	Maximum Size	Maximum Height
Ground	100 sq. ft.	30 ft.
Wall	2.0 sq. ft.	N/A
Canopy or projection	75 sq. ft.	N/A
Industrial parks less than 300 acres (1 per entranceway)	40 sq. ft.	8 ft.
Industrial parks 300 acres or more (1 per entranceway)	60 sq. ft.	20 ft.
Industrial park interstate identification sign (1 per park)	125sq. ft.	10 ft.

- (2) *B-6 (general business) zoning district *:*

Sign Type	Maximum Size	Maximum Height
Ground	100 sq. ft.	25 ft.
Wall	1.8 sq. ft.	N/A
Canopy or projection	50 sq. ft.	N/A

*** except for adult establishment uses, which are required to comply with B-4 sign regulations in subsection (4) of this section, as well as other regulations in Section 13.03, subsection 7 signage.**

(3) *B-5 (central business) zoning district:*

Sign Type	Maximum Number	Maximum Area
Ground	--	16 sq. ft. (pole-mounted); 40 sq. ft. (monument)
Wall	(a) and (b)	2.00 sq. ft., except as may be permitted in (f).
Canopy	(a), (c), (d) and (e)	0.50 sq. ft. for each lineal foot of building wall at street(s) with entranceway(s) to store, but no sign may exceed 50 sq. ft. in area.
Marquee	(h)	60 sq. ft. (see also (h))
Decorative Flag	(i)	Section 9.03
Projecting	(j)	6 sq. ft.

- (a) One sign shall be permitted per side of building allowing such a sign.
- (b) **One wall sign shall be permitted for each 10 feet of street frontage, provided that where there is one parcel in single ownership with 25 or more feet of street frontage, the distance between the two wall signs shall be at least eight (8) feet.**
- (c) One canopy sign shall be permitted for each 25 feet of street frontage, provided that where there is 1 parcel in single ownership with 50 or more feet of street frontage, the distance between the 2 canopy signs is at least 8 feet and the distance between the canopy sign and the property line is at least 4 feet. The type canopy sign applicable in this footnote is parallel to the street.
- (d) For canopy signs perpendicular to the street, 1 canopy sign shall be permitted on each side of the canopy.
- (e) See section 9.06(3) for description of permissible canopy sign as applicable in any district.
- (f) For buildings greater than three (3) stories in height, an additional twenty-five (25) square feet shall be allowed for each story above the third story, though the maximum size sign shall be limited to one hundred fifty (150) square feet.
- (g) One (1) ground sign shall be allowed provided all of the following exist:

- That the size of the sign does not exceed sixteen (16) sq. ft. with a maximum height of eight (8) ft. for pole-mounted signs, or forty (40) sq. ft. with a maximum height of five (5) ft. for monument signs.
 - That no portion of the sign extends on or over a street right-of-way line.
 - That the sign be landscaped in accordance with landscaping requirements for other ground signs.
- (h) One (1) existing marquee sign provided that:
- There are no more than three (3) sides;
 - The size be limited to no more than sixty (60) square feet per side;
 - The bottom be at least eight (8) feet above sidewalk level;
 - The top be no more than fifteen (15) feet above sidewalk level.
- (i) **Decorative flags shall be allowed provided that:**
- There is no more than one (1) decorative flag per business up to 30 feet of business street frontage**
 - There is no more than one (1) decorative flag for every additional 10 feet of business street frontage.**
 - There are no more than six (6) decorative flags per business or property.**
 - That the flags be permitted only on the front of buildings.**
 - That the flags meet the requirements of section 9.03 subsection, 3, items b through f.**
- (j) **A projecting sign shall be allowed provided that :**
- It shall be allowed either as the only sign of a business or in addition to other signs.**
 - It shall be located on the first floor of the façade.**
 - It shall be no less than seven (7) feet above the sidewalk, and no more than 15 feet, or below the second floor window sash – whichever is more restrictive.**
 - It shall project no more than five (5) feet from the building façade or past the sidewalk line – whichever is more restrictive.**
 - It may be lighted, with external lighting attached to the building, sign, or mounting hardware.**
 - It shall not be plastic, back lit, or internally lit.**

Notes:

- (1) Maximum height of any individual letter, number, character, logo, etc. shall be limited to 2 1/2 feet for wall or canopy signs, except that for buildings greater than 3 stories in height, an additional 6 inches in height shall be allowed for wall signs for each story above the third story.
- (2) No sign shall be used to obstruct the view of upper-story windows or any architectural embellishments.
- (3) Any building identification which is an integral part of the building's design and architectural character shall not be considered as a sign of the purpose of this subsection. Included in this building identification are names of buildings, dates of erection, monumental citations, commemorative tablets, and the like which are carved into stone, concrete, or similar material.
- (4) Display signs in conjunction with allowable sale of goods on the sidewalk shall be permitted.
- (5) **A sidewalk sign shall be allowed provided that :**
 - (i) **It shall be permitted in addition to any other allowable signage.**
 - (ii) **Any property, including those containing multiple businesses, may place only one (1) sign per street frontage.**
 - (iii) **Any such sign shall not exceed eight (8) square feet in area.**
 - (iv) **Any such sign shall not exceed four (4) feet in height.**
 - (v) **The width of the sign shall not exceed 2 ½ feet.**
 - (vi) **The sign shall be placed on the sidewalk directly in front of the associated use.**
 - (vii) **The sign shall be placed on the sidewalk between four (4) and seven (7) feet from the curb, or within three (3) feet of the building wall.**
 - (viii) **The sign shall provide for the following clearances :**
 - Five (5) feet of clear space for the passage of pedestrians between the sign and other obstacles such as signs, poles, street furniture, landscape islands, etc.**
 - Five (5) feet of clearance between the sign and any fire hydrant or crosswalk.**
 - Ten (10) feet of clearance between the sign and intersections or driveways.**
 - (ix) **No sign shall block visibility – vehicular or pedestrian – at any time.**
 - (x) **The sign shall be constructed of materials that present a finished appearance (e.g., rough cut plywood is not acceptable).**
 - (xi) **The sign shall not be lighted nor have any moving parts.**

- (xii) **The sign shall be displayed during business hours only.**
- (6) Pole displays in downtown shall be permitted as temporary signs provided that the following provisions are met:
 - (i) **Pole displays shall be decorative, seasonal, or theme vertical pole banners.**
 - (ii) **Individual pole displays shall be allowed a maximum of 180 days.**
 - (iii) **City Council may allow for an extension of time of up to one year for pole displays, in celebration or recognition of special governmental anniversaries or events.**
 - (iv) **There shall be no commercial advertising message associated with the pole displays, except for the name or logo of sponsors.**
 - (v) **The number shall be limited to no more than two (2) pole displays per pole.**
 - (vi) **The number shall be limited to no more than eight (8) pole displays per block on each side of the street.**
 - (vii) **The size shall be limited to no more than 25 square feet for each sign.**
 - (viii) **The name or logo of the sponsor shall be limited to no more than 25 percent of the banner.**
 - (ix) **The height shall be limited to no more than 25 feet above sidewalk level, and no less than 10 feet from the bottom of sign to the sidewalk.**
 - (x) **Pole displays shall not be illuminated.**

Note: For the purpose of this subsection, “downtown” shall be considered bounded by Kerr Street on the north side, the railroad tracks on the east side, Horah Street on the south side, and Church Street on the west side.

- (4) *B-4 (highway business) and B-RT (retail trade) zoning districts:*

Sign Type	Maximum Size	Maximum Height
Ground	50 sq. ft.	20 ft.
Wall	1.6 sq. ft.	N/A
Canopy or projection	40 sq. ft.	N/A

(5) *B-CS (convenience service business) and B-2 (retail business) zoning districts:*

Sign Type	Maximum Size	Maximum Height
Ground	40 sq. ft.	15 ft.
Wall	1.4 sq. ft.	N/A
Canopy or projection	30 sq. ft.	N/A

(6) *B-7 (limited business) zoning district:*

Sign Type	Maximum Size	Maximum Height
Ground	35 sq. ft.	10 ft.
Wall	1.2 sq. ft.	N/A
Canopy or projection	25 sq. ft.	N/A

Theatre signs shall be allowed at or near the front of a property where a theatre has a setback of at least 300 feet from the front property line. This theatre sign shall contain only the name of the theatre and the movies or events currently occurring within the theatre or to occur in the future. The theatre sign may take the place of a ground sign, but not be in addition to a ground sign. The size of the sign shall be no greater than 35 square feet for every 50 feet the front of the theatre, or its wall or marquee, lies from the front of the property, but shall be no larger than 210 square feet. The height of the sign shall be no greater than 10 feet for every 100 feet the front of the theatre, or its wall or marquee, lies from the front of the property, but shall be a maximum of 25 feet in height. The theatre sign shall have no more than two (2) sides, and shall be used only for the specific use “theatres,” allowable in the B-7 district.

(7) *B-1 (office institutional), LOI (limited office institutional) and HS (Hospital Services) and MED (Medical Services) zoning districts:*

Sign Type	Maximum Size	Maximum Height
Ground	32 sq. ft.	5 ft.
Wall	1.0 sq. ft.	N/A

- (8) *Residential zoning districts:* For the purpose of this section, the following shall be considered residential districts:

A-1	Agricultural
A-1-S	Special Agricultural
R-40	Single-family residential-40
R-40-S	Special Single Family-40
R-40 MH	Single Family-40 Manufactured Home
R-40 MH-S	Special Single Family-40 Manufactured Home
R-20	Single-family residential-20
R-20-S	Special Single Family-20
R-20 MH	Single Family-20 Manufactured Home
R-20 MH-S	Special Single Family-20 Manufactured Home
R-15	Single-family residential-15
R-15-S	Special Single Family-15
R-15 MH	Single Family-15 Manufactured Home
R-15 MH-S	Special Single Family-15 Manufactured Home
R-12 MH	Single Family-12 Manufactured Home
R-12 MH-S	Special Single Family-12 Manufactured Home
R-8	Single-family residential
SFC	Single-family conservation residential

SFC-S	Special Single Family Conservation Residential District
R-6	Two-family residential
R-6-S	Special Two Family Residential
R-6A	Multifamily residential
R-6A-S	Special Multi-Family Residential
RD-A	Residential development “A”
RD-A-S	Special Residential Development-A
RD-B	Residential development “B”
RD-B-S	Special Residential Development-B

Signs permitted in these districts shall be limited to and restricted as follows:

- (a) Signs allowed in section 9.03 (Signs permitted by right).
- (b) Types of signs allowed and their regulations for specified uses are as follows:
 - 1. For home occupations--One (1) wall sign is permitted and it shall not exceed three (3) square feet in size.
 - 2. For the uses rooming or boarding houses, family care homes, adult day care homes, and adult day care centers--One (1) wall sign is permitted, and it shall not exceed five (5) square feet in size.
 - 3. **For the uses child day care homes and facilities**, and bed and breakfast--One (1) ground sign or one (1) wall sign is permitted, with size and height specifications in accordance with the residential sign table in subsection (c).
 - 4. For residential group developments: Sign shall contain only the identification name of the complex, with size and height specifications in accordance with the residential sign table in subsection (c).
 - 5. For permanent subdivision identification signs--Two (2) such ground signs may be permitted at each entrance into the development, with each ground sign allowed up to six (6) feet in height and twenty (20) square feet in area--Special sign approval shall be made by the city engineer in accordance with section 22-16 of the Municipal Code.

6. For church signs--

Bulletin board signs, both ground and wall signs, shall display only the name of the institution and other related information.

For lots of one (1) or more acres: Bulletin board ground signs may be up to ten (10) feet in height provided that there is a twenty-five-foot setback from any side or rear property line. This subsection is activated whenever height of ground sign exceeds five (5) feet. Such signs may be illuminated in accordance with section 9.11.

For lots of three (3) or more acres: Wall signs in the R-6A district shall be limited to no more than 12 square feet per acre or 50 square feet – whichever is less.

7. For on-premise real estate signs--One (1) ground sign is permitted. Said ground sign shall be limited to five (5) square feet in size and five (5) feet in height.

For residential subdivision real estate signs – The Zoning Board of Adjustment may allow, as a conditional use, residential subdivision real estate signs, with the following conditions:

- One or two signs may be allowable per entrance, with no more than two entrances.**
- Signs at the entrance into the development shall be known as Master Development Signs, and signs within the subdivision shall be known as Interior Development Signs. Approval may be considered for each type of sign at (or near) each entrance into the subdivision.**
- The maximum size for any sign shall be 32 square feet.**
- The maximum height (above ground level) shall be 10 feet.**
- The material for the signs shall consist of 3/4" vinyl coated marine grade plywood, or better.**
- The signage shall be allowed only for the primary developer of the subdivision.**

8. For off-premise (directional) real estate signs--One (1) ground sign is permitted to identify a house for sale located on a dead-end street or cul-de-sac as shown on a map provided by the city engineer. Location of said sign shall be on private property and at the nearest intersection of streets leading to the dead-end street or cul-de-sac. Said sign shall be limited to five (5) square feet in size and five (5) feet in height. Any violation of this subsection shall result in the removal of the sign by the zoning administrator and/or others so duly authorized.

Signs in parts 4., 5., and 6. above may be illuminated provided they are at least twenty-five (25) feet from any side or rear property line. All illuminated signs shall be in accordance with section 9.11.

- (c) Size of property as set forth in the table below shall apply to uses allowed in residential districts and not specified in (b) above:

RESIDENTIAL SIGN TABLE

	Area	
Size of Property	Ground Sign	Wall Sign
Less than 1/2 acre	5 sq. ft.	3 sq. ft.
1/2 acre to 1 acre	10 sq. ft.	5 sq. ft.
1 to 2 acres	20 sq. ft.	5 sq. ft.
2 to 5 acres	30 sq. ft.	10 sq. ft.
5 to 10 acres	40 sq. ft.	15 sq. ft.
10 acres or more	50 sq. ft.	20 sq. ft.

The following regulations shall apply to signs allowed by the residential sign table:

1. Number of signs:
 - a. For lots of less than one (1) acre--One (1) ground sign or one (1) wall sign is permitted.
 - b. For lots of one (1) to two (2) acres--One (1) ground sign and one (1) wall sign are permitted.
 - c. For lots of two (2) or more acres--When lots have at least two hundred (200) feet facing a public street, each side may have one (1) ground sign and one (1) wall sign.
 2. Setback: Twenty (20) feet from side and rear property lines, unless specified elsewhere in this subsection for a particular use.
 3. Height: Five (5) feet for ground signs.
 4. Illuminated signs: Ground signs on lots of one (1) or more acres may be illuminated, in accordance with section 9.11 for the following uses: elementary, junior high schools, and senior high schools; golf courses, parks, playgrounds, and community centers; residential group developments; permanent subdivision identification signs; church bulletin board signs. All illuminated signs shall be at least twenty-five (25) feet from any side or rear property line.
- (d) Where uses other than single-family, two-family, and multifamily residential are located in a residential zoning district and are permitted uses within the zoning

district, the zoning board of adjustment may approve as a conditional use a ground sign of no more than sixty (60) square feet in area and fifteen (15) feet in height provided the following conditions are met:

1. The property has twenty (20) or more acres;
2. The sign is located no nearer than fifty (50) feet to a side or rear property line of adjacent residentially zoned property, or no nearer than thirty (30) feet to a side or rear property line of adjacent nonresidentially zoned property;
3. Requirements of other portions of subsection (8) of this section are met.

- (9) *Specialty zoning districts:* Because of the difficulty in categorizing these districts under the residential, commercial, or industrial classifications, for the purpose of this section they are being called ``specialty" zoning districts. They include the following:

CU College and university

PSP Public/semi-public

Signs permitted in these districts shall be limited to and restricted as follows:

- (a) Signs allowed in section 9.03 (Signs permitted by right).
- (b) Identification signs as defined in section 9.02(10).
- (c) **Flags for special anniversaries in the CU district are allowed in Section 9.06(5).**
- (d) Area and height by sign type listed, by size of property, in the sign table below.
- (e) Special provisions under notes at bottom of table.

SIGN TABLE FOR "SPECIALTY DISTRICTS"

Size of Property	Type Sign	Area	Height
Less than 1/2 acre	Ground	10 sq. ft.	5 ft.
	Wall	10 sq. ft.	N/A
1/2 acre to 1 acre	Ground	20 sq. ft.	5 ft.
	Wall	15 sq. ft.	N/A
1 to 2 acres	Ground	30 sq. ft.	10 ft.
	Wall	20 sq. ft.	N/A

2 to 5 acres	Ground	40 sq. ft.	10 ft.
	Wall	25 sq. ft.	N/A
5 to 10 acres	Ground	50 sq. ft.	10 ft.
	Wall	30 sq. ft.	N/A
10 acres or more	Ground	60 sq. ft.	10 ft.
	Wall	40 sq. ft.	N/A

Notes:

- (1) One (1) ground sign and one (1) wall sign are permitted per lot; except that in the case of corner lots, any lot may have one (1) ground sign and one (1) wall sign for each side facing at least two hundred (200) feet along a public street.
- (2) Signs may be illuminated in accordance with section 9.11.

(Ord. No. 1986-20, § 1, 5-6-86; Ord. No. 1987-24, § 1, 5-5-87; Ord. No. 1987-66, § 1, 10-20-87; Ord. No. 1988-67, § 1, 12-20-88; Ord. No. 1989-40, §§ 1--4, 8-1-89; Ord. No. 1989-62, §§ 1, 2, 11-21-89; Ord. No. 1990-64, § 2, 12-4-90; Ord. No. 1993-6, § 1, 1-25-93; Ord. No. 1993-10, § 1, 1-25-93; Ord. No. 1993-12, § 1, 2-2-93; Ord. No. 1993-16, §§ 1--4, 1-25-93; Ord. No. 1993-17, §§ 1--8, 1-25-93; Ord. No. 1993-18, § 3, 2-2-93; Ord. No. 1993-44, § 2, 6-1-93; Ord. No. 1994-50, § 1, 8-2-94; **Ord. No. 1998-28; Ord. No. 1998-66; Ord. No. 2000-16; Ord. 2000-32; Ord. No. 2002-1; Ord. No. 2002-50; Ord. No. 2002-65; Ord. No. 2003-29; Ord. No. 2003-31; Ord. No. 2003-48; Ord. No. 2003-75 § 11-18-03; Ord. No. 2004-42; 6/15/04)**

Section 9.06. Special sign provisions.

(1A) *Commercial group development signs, including signs for shopping centers:* The sign regulations below shall be applicable to "shopping centers" as defined in section 4.02 and other commercial group developments, regardless of the regulations of the district in which shopping centers are located, except B-5 (central business) district where the B-5 sign regulations as contained in section 9.05(3) shall be applicable.

SIGN TABLE

Sign Type	Number	Maximum Size	Maximum Height	Comments
Ground--Primary sign	1 per street frontage, with a maximum of 2	See (e) below	20 ft. for each sign	See (f) below

Ground--Outparcels	1	35 sq. ft.	10 ft.	--
Wall or canopy	1 per business having frontage on a public street	See (a) below	N/A	For buildings less than 400 ft. from a public street right-of-way
Wall or canopy	1 per business having frontage on a public street	25% above requirement in (a) below	N/A	For buildings 400 ft. or more from a public street right-of-way
Secondary wall sign(s)	1 or 2	No more than 32 sq. ft., or 20 percent of primary wall sign—whichever is more restrictive. Primary and secondary wall sign(s), when combined, shall not exceed the maximum allowable square footage in (a) below.	N/A	For offices or businesses that are within stores. Applicable only to stores with at least 150 feet facing a public street. For buildings less than 400 feet from a public street right-of-way.
Secondary wall sign(s)	1 or 2	No more than 40 sq. ft., or 20 percent of primary wall sign—whichever is more restrictive. Primary and secondary wall sign(s), when combined, shall not exceed the maximum allowable square footage in (a) below	N/A	For offices or businesses that are within stores. Applicable only to stores with at least 150 feet facing a public street. For buildings 400 feet or more from a public street right-of-way.
Directory--Ground or wall signs	1	20 sq. ft.	See (b) below	See (b) below
Entrance; exit; off-street parking signs	1 of each per driveway	3 sq. ft. for each sign	3 ft. for each sign	See (c) below
Miscellaneous--Ground or wall signs	--	6 sq. ft.	--	See (d) below

Ground Signs for Group Developments With Only One or Two Stores			
Minimum Size of Store or Stores	Maximum Size of Sign	Maximum Height of Sign	Comments
Over 200,000 sq. ft.	120 sq. ft.	25 ft.	-At least 60 % of the sign shall be used to name the store(s). -These provisions do not apply to phases of developments with a total of three or more planned stores.
100,000-200,000 sq. ft.	100 sq. ft.	20 ft.	
50,000-100,000 sq. ft.	80 sq. ft.	20 ft.	
Less than 50,000 sq. ft.	60 sq. ft.	15 ft.	

- (a) Two (2) square feet of area per lineal foot of each building wall it occupies having frontage on a public street, or facing a private accessway if an store has no frontage on a public street. For buildings with two (2) or more stories having businesses on each story, three (3) square feet of area per lineal foot of building wall may be used.

- (b) Directory signs shall be limited to be located only in areas of pedestrian access such as entrances, exits, walks, and walkways.

Height:

For ground signs: six (6) feet.

For wall signs: May be as much as six (6) feet above the pedestrian walkways.

- (c) Such signs shall be limited to contain only the words "entrance" and "exit," with a business logo or the symbol arrow pointing in a direction meaning entrance or exit, and the name of the business shall be limited to no more than twenty-five (25) characters.
- (d) Miscellaneous signs include "parcel pickup," "loading area," "service entrance," or any standard traffic regulation sign as needed or required.
- (e) If more than eight hundred (800) feet of street frontage, then up to one hundred (100) **square** feet per sign:

If four hundred (400) to eight hundred (800) feet of street frontage, then up to seventy-five (75) square feet per sign;

If less than four hundred (400) of street frontage, then up to fifty (50) square feet per sign.

[Note: If the sign is greater than fifty (50) square feet, as allowable with four hundred (400) feet or more of street frontage, then only a monument sign is permitted.]

- (f) **At least forty (40) percent of the sign shall be devoted to identifying the commercial group development (which may or may not be a shopping center). The identification of the commercial group development shall not contain names of any stores or shops.**

Up to sixty (60) percent of the sign may be used to identify individual stores or shops in the development, with a maximum of ten (10) square feet and a minimum of five (5) square feet allowable for each individual store or shop.

The height of the text letters in the individual stores or shops shall not exceed the text letters in the portion of the sign naming the group development, and the height of the text letters for the individual stores or shops shall be no less than four inches.

When a commercial group development includes offices, this subsection shall be applicable, with individual offices having the same regulations for advertisement on the sign as are allowed for stores or shops.

- (g) In lieu of one (1) primary ground sign allowed per street frontage, two (2) ground signs may be allowed in an approved group development provided that all of the following conditions exist:

The property is located entirely in one (1) of the following zoning districts:

M-1	Light Industrial
M-2	Heavy Industrial
LLI	Limited Light Industrial
LLI-2	Limited Light Industrial-2

The property is no less than two (2) acres nor more than five (5) acres in size.

The approved group development consists of two (2) business/offices located within one (1) unified building.

The content of each sign is limited to the identification of one (1) particular business/office located on the premises and in front of said business/office.

The maximum size for each sign is the same as is restricted in line one of the above table (50 square feet).

The maximum height for each sign is the same as is restricted in line one of the above table (20 feet).

The signs are located at least one hundred fifty (150) feet apart.

Wall signs(s) shall be limited to the following:

If the building wall facing a public street is less than fifty (50) feet from the street right-of-way, the total area of the wall sign(s) shall be no more than 0.25 square foot of area per lineal foot of building wall facing a public street.

If the building wall facing a public street is at least fifty (50) feet but no more than one hundred (100) feet from the street right-of-way, the total area of the wall sign(s) shall be no more than 0.50 square foot of area per lineal foot of building wall facing a public street.

If the building wall facing a public street is more than one hundred (100) feet from the street right-of-way, the total area of the wall sign(s) shall be no more than 1.00 square foot of area per lineal foot of building wall facing a public street.

(1B) *Shopping center signs.*

- a. All signs permitted in (1A) commercial group development signs, including signs for shopping centers.
- b. Pole displays in shopping centers shall be permitted as temporary signs provided that the following provisions are met:
 - (i) That the pole displays be decorative, seasonal, or theme vertical pole banners made of fabric of woven natural or synthetic fibers.
 - (ii) That individual pole displays be allowed for a maximum period of forty-five (45) days no more than three (3) times per calendar year.
 - (iii) That there be no advertising message associated with the displays.
 - (iv) That the pole displays be limited to light poles which are symmetrically arranged and no fewer than seven (7) in number.
 - (v) That the number be limited to no more than two (2) pole displays per pole and that they be securely fastened by brackets and arms at both top and bottom.
 - (vi) That the size be limited to no more than twenty-five (25) square feet for each sign.
 - (vii) That the letter size be limited to no more than fifteen (15) inches for each letter.
 - (viii) That the height be limited to no more than twenty-five (25) feet above pavement level, and no less than ten (10) feet from the bottom of sign to pavement level.
 - (ix) That the pole displays no be illuminated.

- (1C) Office group development signs. The sign regulations below shall be applicable to office group developments, regardless of the regulations of the district in which office group developments are located, except B-5 (central business) district where the B-5 sign regulations as stated in section 9.05(3) shall be applicable.

SIGN TABLE

Sign Type	Number	Maximum Size	Maximum Height	Comments
Ground--Primary sign	See (a) below	See (b) below	10 ft. for each sign	See (c) and (d) below
Wall or canopy	1 per office	See (e) below	N/A	--
Directory--Ground or wall signs	1	20 sq. ft.	See (f) below	See (g) below
Entrance; exit; off-street parking signs	1 of each per driveway	3 sq. ft. for each sign	3 ft. for each sign	See (h) below

Miscellaneous--Ground or wall signs	--	6 sq. ft.	--	See (i) below
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- (a) If abutting one (1) street: One (1) sign if less than four hundred (400) feet of street frontage; if four hundred (400) feet or more of street frontage, two (2) signs may be allowed.
- If abutting more than one (1) street, one (1) sign per street frontage, with a maximum of two (2).
- (b) If abutting one (1) street: If less than two hundred (200) feet of street frontage, then thirty-two (32) square feet maximum size; if two hundred (200) through four hundred (400) feet of street frontage, then fifty (50) square feet maximum size; if more than four hundred (400) feet of street frontage, then eighty (80) square feet maximum size for two (2) signs combined, with no one (1) sign larger than fifty (50) square feet.
- If abutting more than one (1) street, where two (2) signs are allowable, maximum of forty (40) square feet per sign.
- [Note: If any sign is more than thirty-two (32) square feet, then only a monument sign is permitted.]
- (c) If more than one (1) sign is allowed, signs shall be at least seventy-five (75) feet apart.
- (d) At least forty (40) percent of the allowable signage shall be devoted to identifying the office group development by a common name. Up to sixty (60) percent of the allowable signage may be used to identify individual offices in the development, with more than twenty (20) percent of the allowable signage used for identifying any one (1) individual office. When two (2) signs are allowed abutting one (1) street in (a) above, one (1) sign may identify the name of the center and the other may identify names of offices in the center.
- (e) For buildings with one (1) story, one (1) square foot per lineal foot of building wall facing a public street, alleyway, pedestrian walkway, or parking area.
- For buildings with two (2) or more stories having offices on each story, 1.5 square feet per lineal foot of building wall may be used.
- (f) Height for directory signs:
- For ground signs - six (6) feet;
- For wall signs - may be as much as six (6) feet above the pedestrian walkways.
- (g) Directory signs shall be limited to be located only in areas of pedestrian access such as entrances, exits, walks, and walkways.
- (h) Such signs shall be limited to contain only the words "entrance" and "exit," with a business logo or the symbol arrow pointing in direction meaning entrance to exit, and the name of the business shall be limited to no more than twenty-five (25) characters.
- (i) Miscellaneous signs include "parcel pickup," "loading area," "service entrance," or any standard traffic regulation sign as needed or required.

(2) *Real estate signs.* One (1) temporary real estate sign, as "real estate sign" is defined in section 9.02, shall be permitted as follows:

District(s) Permitted	Number Permitted	Sign Type	Area	Height
All industrial; B-7, B-6, B-4, B-RT	1 or 1	Wall or Ground	32 sq. ft. 32 sq. ft.	N/A 10ft.
B-CS, B-2, B-1, LOI, HS, MED "specialty" districts as specified in section 9.05(9)	1 or 1	Wall or Ground	16 sq. ft. 16 sq. ft.	N/A 5 ft.
B-5	1	Wall	1.0 sq. ft. per lineal foot of building having frontage on a public street	N/A
All residential, as specified in section 9.05(8)	See residential sign table in section 9.05(8)			

All real estate signs shall be unlighted, shall be on private property, and shall be permitted by right. No off-premise real estate signs shall be permitted, except that "open house" signs shall be permitted.

(3) *Canopy signs.* A canopy sign shall relate only to the name and use of the store and premises.

Canopy soffit or ceiling signs shall be so hung beneath a canopy that the copy or display shall be perpendicular to the building wall. All canopy signs not complying with the minimum standards of this ordinance shall be considered nonconforming signs as set forth in section 9.10 (Nonconforming signs).

Signing shall be permitted along the edge of a canopy provided the height of the letters shall not exceed either nine (9) inches or the height of the canopy edge, whichever is less, nor extend in any direction above, beyond or below the canopy edge. (The fringe or drip-flap portion of a canvas awning shall be considered as a canopy edge.) Signing shall be permitted above the edge of the canopy on the protection covering of the canopy provided the signing is within the parallel edges of the protective covering and is an integral part of the protective covering or is applied directly thereto.

(4) *Signs for special events :*

- (a) For those businesses or organizations outlined in Section 9.02 Definitions, (30) Special events, excluding religious organizations, the zoning administrator may approve a sign for a special event of up to 15 days in duration, at which time the following moving signs or devices, expressly prohibited in Section 9.04(10) may be permitted but only for the duration of the event. Moving signs or devices, all or any part of which move by fluttering, rotating, spinning, or moving in some other manner, and/or set in motion by movement of the atmosphere are permitted only for special events.
- (b) For religious organizations as identified in Section 9.02 Definitions, (30) Special events, the zoning administrator may approve a sign for special event of up to 21 days in duration, at which time the following moving signs or devices, expressly

prohibited in Section 9.04(10) may be permitted but only for the duration of the event. There shall be at least one week between these signs for special events. Also, the number of signs shall be limited to two per property, with no sign larger than 32 square feet. Moving signs or devices, all or any part of which move by fluttering, rotating, spinning, or moving in some other manner, and/or set in motion by movement of the atmosphere are permitted only for special events.

(5) *Flags for Special Anniversaries.* The Zoning Administrator may approve flags for special anniversaries provided that all the following provisions are met:

- (a) The property is located in the CU College and University district.
- (b) The maximum size of any flag shall be 25 square feet.
- (c) The flags shall be located exclusively on private property, with no flags on utility poles, telephone poles, or other structures within any public right-of-way.
- (d) The special anniversary shall be limited to the celebration of a school's 50th anniversary, or any multiple of 50 (e.g., 100, 150, 200).
- (e) The special anniversary shall not exceed one year in duration.
- (f) The flags shall be constructed of such materials as to withstand the elements. Should the condition of the flags deteriorate, the Zoning Administrator may cause the flags to be taken down immediately.

(6) *Miscellaneous (incidental and product) signs.* For the purpose of this article, miscellaneous signs shall be both "incidental" and "product" signs as defined in section 9.02. Portable signs shall not be used as miscellaneous signs. No individual product sign may exceed six (6) square feet in area. Miscellaneous signs are permitted in the commercial, industrial, and "specialty" zoning districts as described in section 9.05.

(7) *Information signs.* Information signs, as defined in section 9.02(13), are permitted in commercial and industrial districts as follows:

- (a) Maximum number--One (1) per street front for each entranceway.
 - (b) Maximum size--Sixteen (16) square feet per sign.
 - (c) Maximum width--Four (4) feet.
 - (d) Maximum height--Six (6) feet.
- (8) *Political signs.*** Political signs may be allowed provided that all the following conditions are met:
- (a) The size of the sign be no larger than five (5) square feet in all zoning districts.
 - (b) The sign be placed on private property only. No sign shall be placed on public property, on any right-of-way, or attached in any manner to a pole, tree, fence, rock, another sign, etc.
 - (c) The sign be erected no more than **four (4)** weeks preceding the election.
 - (d) The sign be removed no more than ten (10) days following the election.

[NOTE: Signs removed due to a violation of any of the above provisions will not be returned.]

- (9) *Pylon signs.* Pylon signs shall be allowed in Sign Overlay District "D" as shown on the official zoning map of the City of Salisbury as follows:
- (a) Allowable number. Businesses shall be limited to one (1) pylon sign per property.
 - (b) Allowable districts. Pylon signs may be located in the B-4, B-6, and B-7 zoning districts, if also located in the Sign Overlay District "D."
 - (c) Allowable height (minimum and maximum) and size. The following is a table showing the allowable minimum and maximum height, with maximum size allowed for pylon signs:

Minimum Height (feet)	Maximum Height (feet)	Maximum Size (square feet)
40	90	75
50	90	100
60	90	150
70	90	200

- (10) *Two ground signs allowed with a cumulative total of 150 square feet.* Two ground signs may be allowed with a cumulative total of 150 square feet provided that all the following conditions are met:
- (a) The property is located in B-6, M-1 or M-2 district.
 - (b) The property is at least eight acres in size and has at least 800 feet of street frontage.
 - (c) No one sign may exceed 100 square feet in area.
 - (d) Ground signs shall be spaced a minimum of 200 feet apart.
 - (e) Ground signs shall be no nearer than 50 feet to any side or rear property line.
 - (f) Other restrictions pertaining to ground signs in the applicable district; e.g., height limitation, shall be observed.

- (11) *Two (2) ground signs allowed for two (2) office institutional or two (2) commercial developments on one (1) property.* Two (2) ground signs may be allowed for two (2) establishments provided that the zoning, minimum spacing, maximum height, and maximum size is in accordance with the table below:

(a) **In the B-1, LOI, HS, AND MED districts:**

Minimum Distance Apart (feet)	Maximum Height (feet)	Maximum Size (square feet)
30	5	30

(b) **In the B-2, B-CS, and B-7 districts:**

Minimum Distance Apart (feet)	Maximum Height (feet)	Maximum Size (square feet)
30	6	21
40	8	28
50	10	35

(c) **In the B-RT, B-4, and B-6 districts:**

Minimum Distance Apart (feet)	Maximum Height (feet)	Maximum Size (square feet)
30	6	24
40	8	32
50	10	40

(d) **In the LLI, LLI-2, M-1 and M-2 districts:**

Minimum Distance Apart (feet)	Maximum Height (feet)	Maximum Size (square feet)
30	15	50

[Note: This subsection shall not be applicable to group developments.]

(12) *Two (2) or three (3) ground signs allowed.* Two (2) ground signs may be allowed provided that all the following conditions are met:

- (a) The property is located in B-6, M-1, or M-2 district.
- (b) The property is at least two (2) acres in size and has at least two hundred (200) feet of street frontage.
- (c) The total aggregate area of the ground signs combined may not exceed the maximum allowable area for ground signs in that district.
- (d) Ground signs must be spaced a minimum of one hundred (100) feet apart.
- (e) Ground signs may be no closer than fifty (50) feet to any side or rear property line.
- (f) Other restrictions pertaining to ground signs in the applicable district; e.g., height limitation, shall be observed.
- (g) For businesses with three (3) franchises, one (1) ground sign per franchise may be allowed provided that conditions (a) through (f) above are met.

(13) *Landscaping around on-premise ground signs.* All on-premise ground signs shall be landscaped with a minimum of two-foot strip of landscaping from the base of all poles or foundations of ground signs.

(14) *Conformity with state and federal codes.* All signs and outdoor displays shall conform to the most recent editions of the N.C. State Building Code, the National Electrical Safety Code, and other applicable state and federal codes.

(15) *Barber poles at barber shops.* Barber poles that are a part of barber shops shall be permitted to spin or rotate, as has traditionally been a symbol that barber shops are open for business.

(16) *Additional ground sign for churches.* Churches shall be entitled to an additional ground sign, no larger than 15 square feet in size and a maximum of six (6) feet in height.

(Ord. No. 1986-20, § 1, 5-6-86; Ord. No. 1987-66, § 2, 10-20-87; Ord. No. 1988-21, § 2, 5-3-88; Ord. No. 1988-50, § 1, 10-4-88; Ord. No. 1989-41, §§ 1--7, 8-1-89; Ord. No. 1990-47, § 1, 9-4-90; Ord. No. 1991-44, § 1, 10-15-91; Ord. No. 1993-5, § 3, 1-25-93; Ord. No. 1993-7, §§ 2--6, 1-25-93; Ord. No. 1993-8, § 1, 1-25-93; Ord. No. 1993-9, § 1, 1-25-93; Ord. No. 1993-13, § 1, 1-25-93; Ord. No. 1993-15, § 1, 1-25-93; Ord. No. 1993-18, §§ 1, 2, 2-2-93; Ord. No. 1993-92, § 1, 1-4-94; **Ord No. 1995.15; Ord. No.1997-38; Ord. No. 1999-90; Ord. No. 2000-32; Ord. No. 2000-55; Ord. No. 2001-57; Ord. No. 2002-48; Ord. No. 2002-49; Ord. No. 2002-75; Ord. No. 2003-49)**

Section 9.07. Special sign overlay districts.

Regulations in special sign overlay districts supersede those of the district(s) under which the overlay is placed. These districts are established because of unique locational factors which require special treatment. Within overlay districts, those signs in section 9.03 (Signs permitted by right) are permitted, as well as the signs listed below by special sign overlay district.

- (1) *Sign overlay district ``A"':* Sign regulations for sign overlay district ``A" shall conform with those sign regulations contained in section 9.05(3) (Signs permitted by district), which are sign regulations for the B-5 central business district.

This district has been established to protect one (1) or more entranceways into downtown Salisbury, and shall be made applicable, with the overlay, over properties in and adjoining the downtown area which are not zoned B-5 central business district.

Areas where sign overlay district ``A" are applicable are shown on the official zoning map of the City of Salisbury.

- (2) *Sign overlay district ``B"':* Sign regulations for sign overlay district ``B" shall conform with those sign regulations contained in section 9.12(2), Advertising signs for interstate highway.

This district has been established to provide an area or areas along Interstate 85 for off-premises advertising of businesses, commodities, services, activities, products, or entertainment. The area so designated shall be located along a portion or portions of Interstate 85 as indicated by sign overlay district ``B" on the official zoning map of the City of Salisbury.

- (4) *Sign overlay district "D"':* Sign regulations for sign overlay district "D" shall conform with those sign regulations contained in section 9.06(13) Pylon signs.

This district has been established to provide for high-rise business signs which identify an on-premise business for the interstate traveler at the following interchanges and radii:

Interchange	Radius (feet)
East Innes Street	1,000
Jake Alexander Boulevard	1,000
Julian Road	1,000

(Ord. No. 1986-20, § 1, 5-6-86; Ord. No. 1993-5, § 2, 1-25-93; **Ord. No. 1995.15**; **Ord. No. 2001-68**)

Section 9.08. Sign measurements.

(1) *Setback.* To determine setback, measurement shall be made from the nearest street right-of-way line. No portion of any sign may extend on or over the required setback area.

- (2) *Area.*

- (a) For wall, canopy, or projection signs consisting of individual letters, numbers, characters, figures, or displays attached in some manner to a building: the area of the sign shall be deemed to be the area included in the smallest square or rectangle that can be drawn around each of the individual letters, numbers, characters, figures, or displays.

Such signs may only contain the name of the individual business to be measured in this way.

- (b) For ground sign or wall, canopy, or projection signs consisting of a background with more than individual letters, numbers, characters, figures, or displays attached in some manner to a building, or for any form of advertising the business other than the name of the individual business: The area of a sign shall be deemed to be the area included in the smallest square or rectangle that can be drawn around the total sign area composed of individual letters, numbers, characters, figures, or displays.

Such signs include the copy area devoted to conveying a message, excluding structural supports, but including trim or framing devices. Where signs have appendages or additions, such as "pop-ups" or "cutouts" that extend beyond the copy area, the area of such appendages or additions shall be measured separately, but included in the total sign area. Also to be included in the total sign area shall be the area contained in the changeable copy sign.

Notes: For measuring the area of a sign, only one (1) side of the sign shall be included. No more than two (2) sign areas, with a total of four (4) sign faces, are permitted for each ground sign. In computing the measurable area of signs, those signs or portions of signs required by federal or state laws and regulations shall not be computed or considered as a part of the total sign area.

(3) *Height.* The height of any sign shall be measured from the grade level of the nearest public street right-of-way or at ground level where the sign is to be located, whichever is less restrictive.

(Ord. No. 1986-20, § 1, 5-6-86; Ord. No. 1986-62, § 1, 9-2-86)

Section 9.09. Maintenance, repair, and removal of signs.

Unless otherwise indicated below, the zoning administrator will provide thirty (30) days' written notice for the repair or removal of signs in violation of this section. Signs that are not repaired or removed as required by the zoning administrator in this section shall be cause for the zoning administrator to take legal action to effectuate such repair or removal.

- (1) *Inspection of signs.* The zoning administrator shall have the responsibility of inspecting every sign to determine that the sign meets the requirements set forth in this ordinance.
- (2) *Signs kept in good repair.* All signs for which a permit is required, together with their supports, braces, anchors, and messages, shall be kept in good repair.
- (3) *Dilapidated signs.* The zoning administrator may require any sign which is an immediate danger to persons or property to be removed upon ten (10) days' written notice provided to the owner. If any sign determined by the zoning administrator to not be in immediate danger to persons or property, but impinges upon the public health, safety, or general welfare, or becomes structurally unsound or is in any way unsafe in the opinion of the zoning administrator, the owner of the sign, or the person or firm maintaining same, shall, upon thirty (30) days' written notice from the zoning administrator, repair, repaint, replace, or secure the sign in a manner to be approved by the zoning administrator, in conformity with the provisions of the state building code, or remove the sign.

- (4) ***Abandoned, discontinued, or obsolete signs.*** Signs identifying businesses no longer in existence, products no longer being sold, services no longer being rendered, or signs and sign structures which have been abandoned shall be removed by the property owner(s) from the premises within **one hundred twenty (120) days** from the termination of such activities.

(Ord. No. 1986-20, § 1, 5-6-86; **Ord. No. 2002-64**)

Section 9.10. Nonconforming signs.

A nonconforming sign, as defined in section 9.02, may not be replaced by another nonconforming sign.

Minor repairs and maintenance of nonconforming signs, such as repainting and electrical repairs shall be permitted. However, no structural changes in the location, size, or shape of the sign shall be permitted except to make the sign comply with all the requirements of this ordinance. A nonconforming sign shall not be replaced if it is damaged more than sixty (60) percent of its value as it is listed in the Rowan County assessor's office on the annual tax listing. If the value of the sign is not listed, the value shall be determined by the zoning administrator as the depreciated replacement value of the sign.

The following signs which are not in compliance with this ordinance upon the date of its adoption must come into compliance as follows:

- (1) Signs on any public right-of-way which are not in compliance shall be removed and brought into compliance with this ordinance by June 6, 1986.
- (2) Moving signs or devices designed to attract attention, all or any part of which move by means of fluttering, spinning, etc., which are set in motion by movement of the atmosphere. Such signs or devices include pennants, ribbons, streamers, spinners, propellers, or discs. These aforementioned signs or devices shall be removed by August 6, 1986.
- (3) Consecutively strung lights, except as expressly permitted in:
 - (a) Section 9.04(11) pertaining to Christmas decorations and
 - (b) Section 9.05 paragraph beginning "applicable to subsections (2) through (6) only," the retail districts, with stated provisions shall be removed by August 6, 1986.
- (4) Portable signs, as defined in section 9.02, shall be removed by August 6, 1986.
- (5) Signs attached, affixed, or otherwise located on poles which advertise products, services, etc., contained elsewhere on the premises, shall be removed by July 1, 1990.
- (6) Off-premises signs shall be removed by November 6, 1993.
- (7) **Non-conforming on-premise signs within the G-EI shall be removed within five and one-half (5 ½) years of the effective date of their placement in this district. (Effective date September 2, 2003)**
- (8) Other than the required removal dates for signs in the above applicable subsections, on-premise signs shall not be required to be removed unless one (1) or more of the following conditions exist:

- (a) As referenced in section 7.01(1)(d), signs shall not be rebuilt, altered, or repaired after damage exceeding sixty (60) percent of the fair market value immediately prior to damage.
- (b) There is a name change in the business or organization.
- (c) There is a relocation of the business or organization to another site where the sign is not allowable.
- (d) As stated in section 9.09(4) entitled Abandoned, discontinued, **or** obsolete signs, signs identifying businesses no longer in existence, products no longer being sold, services no longer being rendered, or signs and sign structures which have been abandoned shall be removed by the property owner(s) from the premises within **one hundred twenty (120)** days from the termination of such activities. **The Zoning Administrator will provide 30 days' written notice for the removal of signs in violation of this section, or to bring such signs into compliance.**
- (e) Signs may not be relocated unless such relocation is to an area which is in accordance with Article IX Signs.

(Ord. No. 1986-20, § 1, 5-6-86; Ord. No. 1989-42, § 1, 8-1-89; Ord. No. 1993-4, §§ 1--3, 1-25-93; Ord. No. 1993-12, § 3, 2-2-93; **Ord. No. 1999-49; Ord. No. 2000-97; Ord. No. 2002-64; Ord. No. 2003-57**)

Section 9.11. Illumination and lighting.

(1) *Illuminated signs.* Illuminated signs shall be limited to those signs lighted from behind to silhouette letters and figures, and which prevent a direct view of the light source.

Signs excluded from the above requirement include those signs giving public information, such as time and temperature, when such light source does not produce a beam or ray of lights of such intensity or brilliance as to cause distracting glare or impair vision at a distance of thirty (30) feet from the light source.

(2) *Flood and display lighting.* Flood and display lighting shall be shielded so as to prevent a direct view of the light source or the beaming of light at an intensity or brilliance which may cause distracting glare or impair vision at a distance of thirty (30) feet from the light source.

(3) *Parking area lighting.* Parking lots, when lighted, shall be lighted in such a manner as to provide adequate lighting. Such lighting shall be shielded to prevent the beaming of light at an intensity or brilliance which may cause distracting glare or impair vision at a distance of thirty (30) feet from the light source.

(Ord. No. 1986-20, § 1, 5-6-86)

Section 9.12. Off-premise[s] signs.

Signs defined as "off-premise[s] signs" in section 9.02 (Definitions) are prohibited, except as expressly permitted in section 9.03, section 9.06(5), and in subsections (1), (2), and (3) below.

A nonconforming, off-premise[s] sign may be repaired only in accordance with section 9.10, and must be removed in accordance with the requirements of that section.

- (1) *Directional signs.* The zoning board of adjustment may authorize as a conditional use a directional sign for a facility when the following requirements are met:
- (a) The sign be located in a commercial or industrial district;
 - (b) Only one (1) sign be permitted per lot;
 - (c) The size of the sign face be limited to twenty (20) square feet;
 - (d) The height of a sign be limited to five (5) feet;
 - (e) The sign be reasonably necessary in determining the location of the facility.

Note: Where visibility is reasonably difficult along a roadway which has a right-of-way of at least one hundred (100) feet and a pavement width of at least forty-eight (48) feet, the board may permit modifications in (c) and (d) above as follows:

The size of the sign may be greater than twenty (20) square feet, but no more than eighty (80) square feet.

The height of the sign may be greater than five (5) feet, but no more than thirty (30) feet.

- (2) *Advertising signs for interstate highway.* Advertising signs for Interstate 85 include off-premise[s] signs not referenced in subsections (1) and (3) of this section. Such signs are permitted in sign overlay district ``B" as described in section 9.07(2), provided that the following requirements are met:
- (a) Within sign overlay district ``B," the sign may be located only in an M-1 or M-2 zoning district;
 - (b) One (1) sign face be permitted per sign, except that if back-to-back, there may be two (2) sign faces;
 - (c) The size of the sign face be limited to four hundred (400) square feet;
 - (d) The height of the sign be limited to thirty (30) feet;
 - (e) No such off-premises sign be located less than one thousand (1,000) feet from another such off-premise[s] sign on the same side of the highway;
 - (f) No such off-premise[s] sign be located less than two hundred (200) feet from any residential zoning district;
 - (g) The area immediately surrounding such structure be appropriately landscaped.

(Ord. No. 1986-20, § 1, 5-6-86; **Ord. No. 2001-68**)

Section 9.13. Temporary signs for special events or promotions.

- (1) Permit in all zoning districts, but exclude from Historic District overlays.**
- (2) Permit businesses the use of a banner and/or balloons to advertise a special sales event, by permit only, through the office of the Zoning Administrator, with as many as six (6) permits per year, for a maximum duration of ten (10) days each, with a minimum of 30 days between permits.**
- (3) One banner per business would be allowed, and it shall be attached to the building façade. Banners shall not be made of paper, and shall not be greater than 32 square feet in size.**
- (4) Balloons may not be higher than ten (10) feet above ground level, shall be set back at least 20 feet from the street right-of-way, and shall be no larger than 18 inches in diameter.**

Any violations of the above would be coordinated with the City's standard citation policy:

First violation – Verbal warning is given, with explanation of the Ordinance.

Second violation – Written civil citation.

Third violation – Written civil citation, with \$50 fine, plus no additional permits issued for three (3) months.

Fourth violation – Written civil citation, with \$100 fine, plus no additional permits issued for six (6) months.

Additional violations will be followed with a letter advising business owner of \$100 fine per day for each violation, and violating business will be turned over to the City Attorney.

The above proposal is designed to be temporary, and will be reviewed after no more than a year to determine its benefit or harm to the community as a whole. At that time, the Ordinance will be retained as it is, modified, or eliminated entirely. Council will have the right to review and make changes in the Ordinance, following a Public Hearing, at any time.

(Ord. No. 2003-30)